



DISTRIBUTION: DM'S S/R'S W/ASSIGNMENTS

May 31, 1995

J.T. JONES
Chain Accounts Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

To: G. P. Mitchell
F. E. Cook

Re: Home Liquors (1932-00-00)
Retail Partners Self Service Base Pack Contract Plans

Dear Managers:

Home Liquors has authorized placement of our Self Service Pack Base Contract Display in the following stores:

SIS #	STORE # / ADDRESS	DIVISION / ASSG.#	PACK CONTRACT PLAN	CO-MKTG. PLAN	ONE SHEET PLAN-/ RATE
272992	75 - Saddle River Rd. Hackensack, NJ	1226 / 08	CC	CMFPK RJR	SIGN-Z / \$30
272984	593 - Main Ave. Passaic, NJ	1226 / 08	AA	CMFPK RJR	SIGN-Z / \$30
400891	360 - Bloomfield Ave. Verona, NJ	1226 / 11	AA	CMFPK RJR	SIGN-Z / \$30
273535	410 - River St. Hackensack, NJ	1226 / 03	AA	CMFPK RJR	SIGN-Z / \$30
561848	465 - Orange St. Newark, NJ	1230 / 05	AA	CMFPK RJR	SIGN-Z / \$30
773500	480 - Market St. Newark, NJ	1230 / 02	AA	CMFPK RJR	SIGN-Z / \$30
274381	773 - S. Orange Ave. Newark, NJ	1230 / 05	AA	CMFPK RJR	SIGN-Z / \$30
274355	927 - Franklin Ave. Newark, NJ	1230 / 05	CC	CMFPK RJR	SIGN-Z / \$30
274380	1277 - Springfield Ave. Irvington, NJ	1230 / 08	BB	CMFPK RJR	SIGN-Z / \$30

The attached authorization signed by Jim Bellias, General Manager, lists the number of current pack displays currently on location, by store. If displays listed are not in stores, place additional displays as needed to qualify stores for our S/S Pack Base Display contract.

51853 3354

"We work for smokers."

Use the attached store plan-o-grams for positioning our contract displays. Plan-o-grams are not drawn to scale, therefore, instruct your sales reps to ensure our displays are placed in primary locations according to display placement guidelines.

Effective date of contract for all stores is 6/1/96, all other contract plans in Chain/stores will end effective 6/1/95. Do not send 7101's, all contract changes will be made by the ROU.


Note: Home Liquors will maintain all RJR carton fixtures currently on location, i.e., RJR brands will continue to be plan-o-grammed on the *top two shelves*. The carton fixtures will not be placed on a contract plan as these stores have been classified as pack outlets.

Stores #209, Orange, NJ and #641, Newark, NJ, have been authorized our NSS base displays. Placement locations in these stores have not been established. I will personally place these displays and advise you when completed.

Your follow through on placing these contract displays prior to 6/15/95 is appreciated.

If sales reps encounter any problem placing our displays, notify me.

Sincerely,



J. T. Jones

JTJ/fr

Attachments: Authorization
Plan-o-grams

cc: M. A. Young

51853 3355

Home Liquors
New Cigarette Merchandising
Contract Requirements

STORE#	DIV/ASSG NO.	ADDRESS	CURRENT DISPLAYS	ADDITIONAL DISPLAYS REQUIRED
75	1226/08	S. HACKENSACK, NJ	ONE FULL PRICE PACK DISPLAY ONE SAVINGS PACK DISPLAY	ONE FULL PRICE PACK DISPLAY
209	1230/06	ORANGE, NJ	ONE NSS SAVINGS DISPLAY	TWO FULL PRICE PACK DISPLAYS
593	1226/08	PASSIAC, NJ	ONE FULL PRICE PACK DISPLAY ONE SAVINGS PACK DISPLAY	ONE FULL PRICE PACK DISPLAY
360	1226/11	VERONA, NJ	ONE FULL PRICE PACK DISPLAY ONE SAVINGS PACK DISPLAY	ONE FULL PRICE PACK DISPLAY
410	1226/03	HACKENSACK, NJ	ONE FULL PRICE PACK DISPLAY ONE SAVINGS PACK DISPLAY	ONE FULL PRICE PACK DISPLAY
466	1230/06	NEWARK, NJ	ONE FULL PRICE PACK DISPLAY ONE SAVINGS PACK DISPLAY	ONE FULL PRICE PACK DISPLAY
480	1230/02	NEWARK, NJ	ONE FULL PRICE PACK DISPLAY ONE SAVINGS PACK DISPLAY	ONE FULL PRICE PACK DISPLAY
641	1230/06	NEWARK, NJ	ONE SAVINGS PACK DISPLAY	TWO FULL PRICE PACK DISPLAYS
773	1230/06	NEWARK, NJ	ONE FULL PRICE PACK DISPLAY ONE SAVINGS PACK DISPLAY	ONE FULL PRICE PACK DISPLAY
927	1230/06	NEWARK, NJ	ONE FULL PRICE PACK DISPLAY ONE SAVINGS PACK DISPLAY	ONE FULL PRICE PACK DISPLAY
1277	1230/08	IRVINGTON, NJ	ONE FULL PRICE PACK DISPLAY ONE SAVINGS PACK DISPLAY	ONE FULL PRICE PACK DISPLAY

R.J. REYNOLDS TOBACCO COMPANY SALES REPRESENTATIVES ARE AUTHORIZED TO PLACE THE ADDITIONAL PACK DISPLAYS AS INDICATED NEXT TO YOUR STORE. IF THE CURRENT DISPLAYS WHICH HAVE BEEN AUTHORIZED ARE NOT IN YOUR STORE, THESE DISPLAYS MUST BE PLACED TO QUALIFY YOUR STORE FOR FULL CONTRACT PAYMENT.

REFER TO THE ATTACHED PLAN-O-GRAMS FOR SPECIFIC PLACEMENT LOCATION

AUTHORIZED BY James A. B... TITLE General Mgr DATE 5/11/95

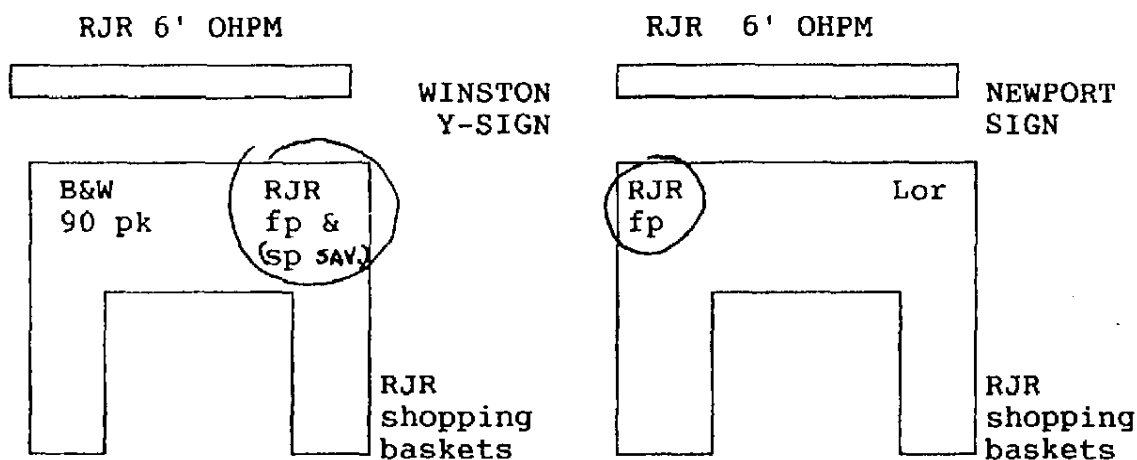
9588 88819

1226/08

- Store 75
 1. RJR CONTRACT
 Doral rack at front of store.
 2. B&W CONTRACT
 3. LORILARD CONTRACT
 (OVERHEAD SIGN 16 Con. rws)

RJR CARTON FIXTURES				Amer/B&W
12RW	12RW	12RW	12RW	5RW
RJR	RJR	RJR	RJR	B&W/Am
RJR	RJR	RJR	RJR	B&W/Am
B&W	B&W	LOR	LOR	B&W/Am
B&W	B&W	LOR	LOR	B&W/Am
B&W	B&W	L&M	PM	
PM	PM	PM	PM	
PM	PM	PM	PM	

Total fixture capacity = 1876 cartons



B&W Clock
 B&W Pedestal pricing sign
 B&W Banner (GPC)

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1226/08

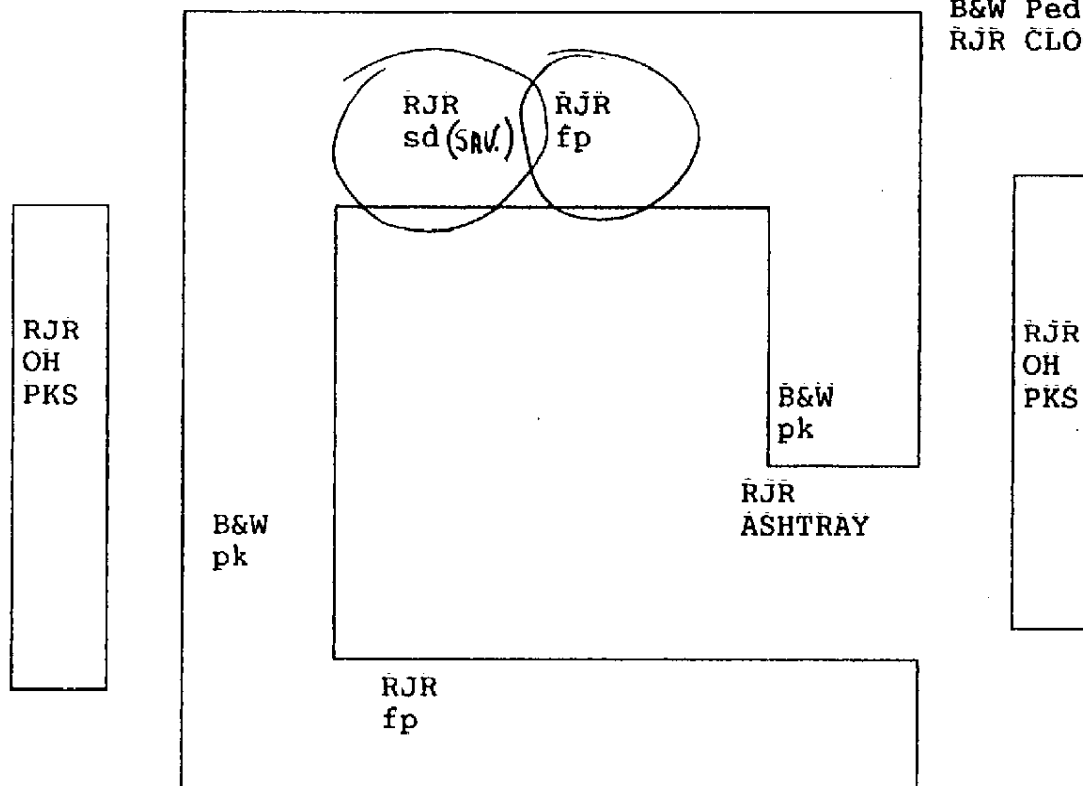
Store 593

1. RJR Contract (one sheet, door decal, clock, overhead pack fixture)
2. B&W Contract
90 pk display in #1 or 2 position.
3. Lorillard contract
(overhead sign & 16 continues rows)

Total capacity 1220 cartons

10r	10r	13r*	13r*
RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR
LOR	LOR	B&W	B&W
LOR	LOR	B&W	B&W
L&M	LOR	B&W	B&W
PM	PM	PM	PM
PM	PM	PM	L&M

B&W clock, banner.
B&W Pedestal Price
RJR CLOCK



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Fb

1226/11

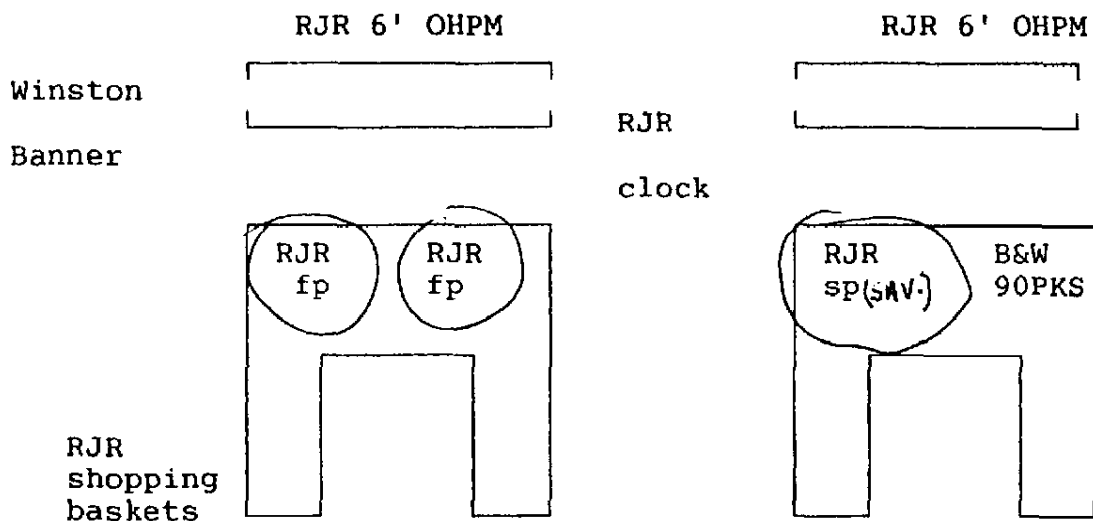
Store 360

1. RJR CONTRACT IN EFFECT
70 rws
2. B&W CONTRACT
3. Lorillard contract
(overhead sign & 16 con. rws)

RJR CARTON FIXTURES

9RW	9RW	9RW	
RJR	RJR	RJR	Amer/B&W rack
RJR	RJR	RJR	4RW
LOR	RJR	RJR	Am/B&W
LOR	LOR	B&W	Am/B&W
B&W	B&W	B&W	Am/B&W
PM	PM	B&W	Am/B&W
PM	PM	PM	

Total fixture capacity = 999 cartons



- POS
- RJR store/hr decal
 - RJR open/close decal
 - B&W Clock
 - B&W (GPC marker board)
 - B&W Banner
 - Lorillard Light thief

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FB

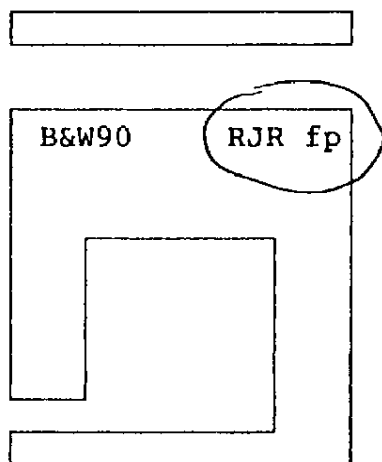
1226/03

- Store 410
1. RJR CONTRACT IN EFFECT 1995
 2. B&W PL CONTRACT 1
Signage, 90 pk at register
Carton fixture 3rd level.
 3. LORILARD CONTRACT
(OVERHEAD SIGN 16 Con. rws)

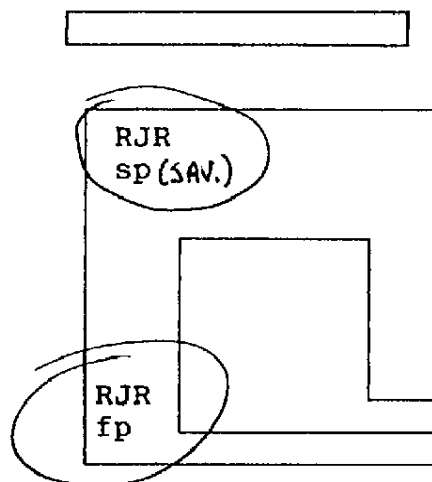
RJR CARTON FIXTURES 1995

5 FT SECTION			3 FT SECTION	
RJR	RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR	RJR
LOR	LOR	B&W	B&W	B&W
LOR	LOR	B&W	B&W	B&W
LOR	LOR	LOR	B&W	B&W
PM	PM	PM	PM	PM
PM	PM	PM	L&M	L&M

RJR OVERHEAD



RJR OVERHEAD



RJR(One sheet decal& door decals & clock)
B&W(GPC shopping bsk., banner (GPC), B&W clock)

FD

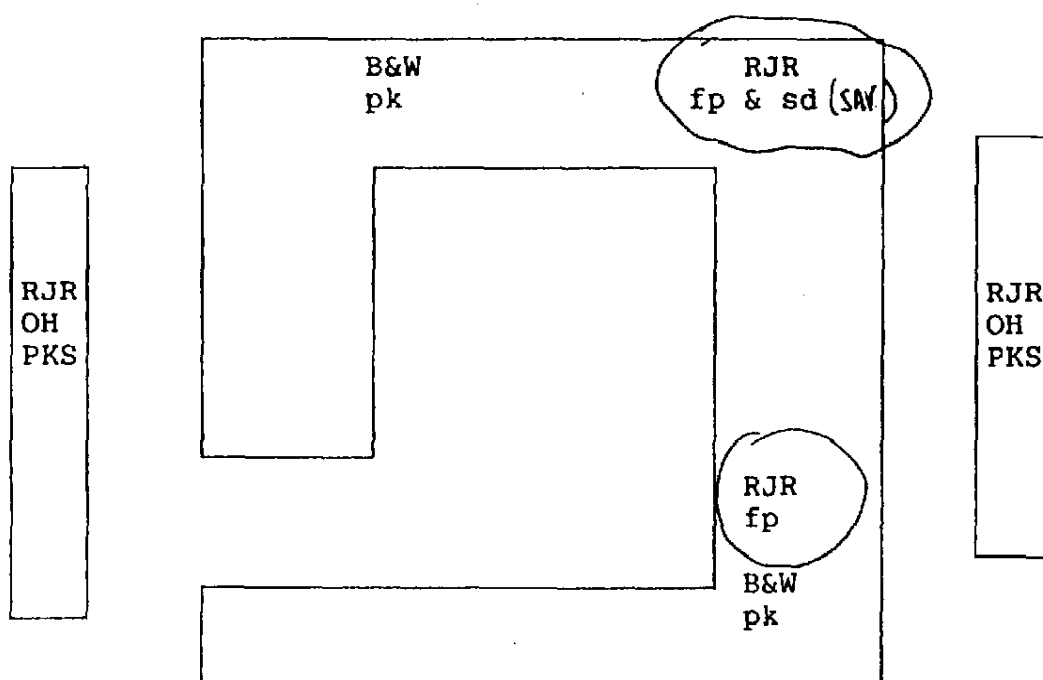
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1230/05

Store 465

1. RJR
One sheet, door decal, clock, overhead pack fixture
2. B&W CONTRACT 1st LEVEL ON RACK
1st or 2nd position behind counter(pk rack)
B&W clock
B&W Window valance
B&W banner
3. Lorillard light thief



FD

51853 3361

1230/02

Store 480

1. RJR Contract in effect

52 rws

2. B&W Contract

Need 90 pk display in #1 or 2nd choice

20 rws

3. Lorillard contract

(overhead sign & 16 rws)

CARTON FIXTURE OWNED BY RJR

13RW

20RW

7RW

RJR

RJR

RJR

LOR

RJR

RJR

LOR

LOR/B&W

B&W

LOR

LOR/B&W

B&W

PM

PM

B&W

PM

PM

PM

2 Camel ashtrays

Viceroy sign

Camel change mat

Marlbro shopping

RJR clock, store hour

B&W banner

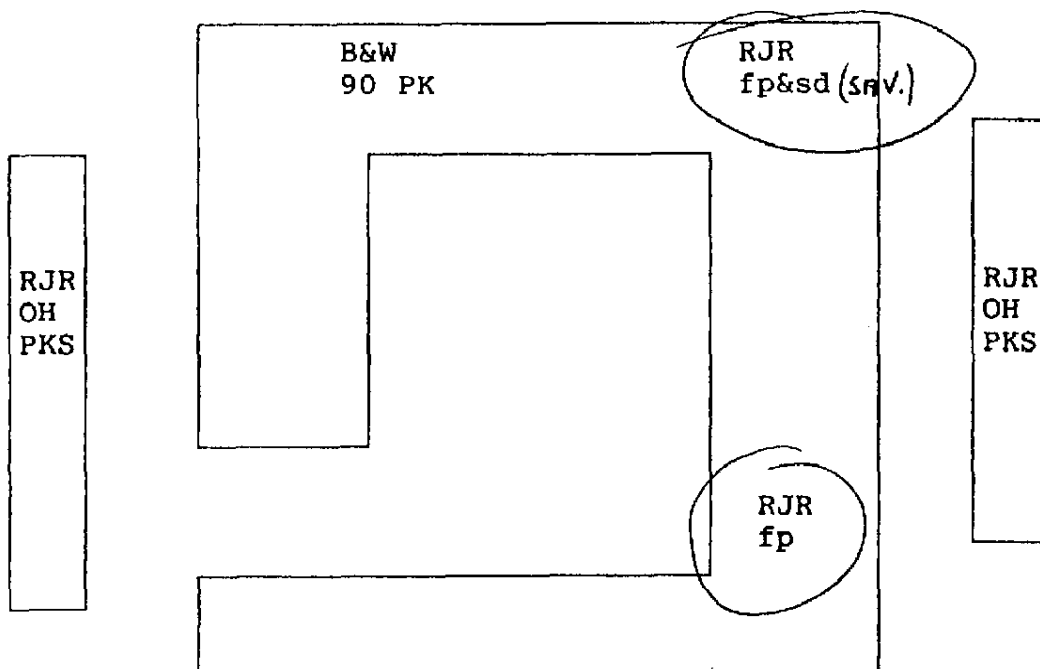
B&W Street Talker

2 RJR in/out decals

2 RJR in/out decals

Lorillard light

thief



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Fy

1230/05*

Store 773

RJR CONTRACT

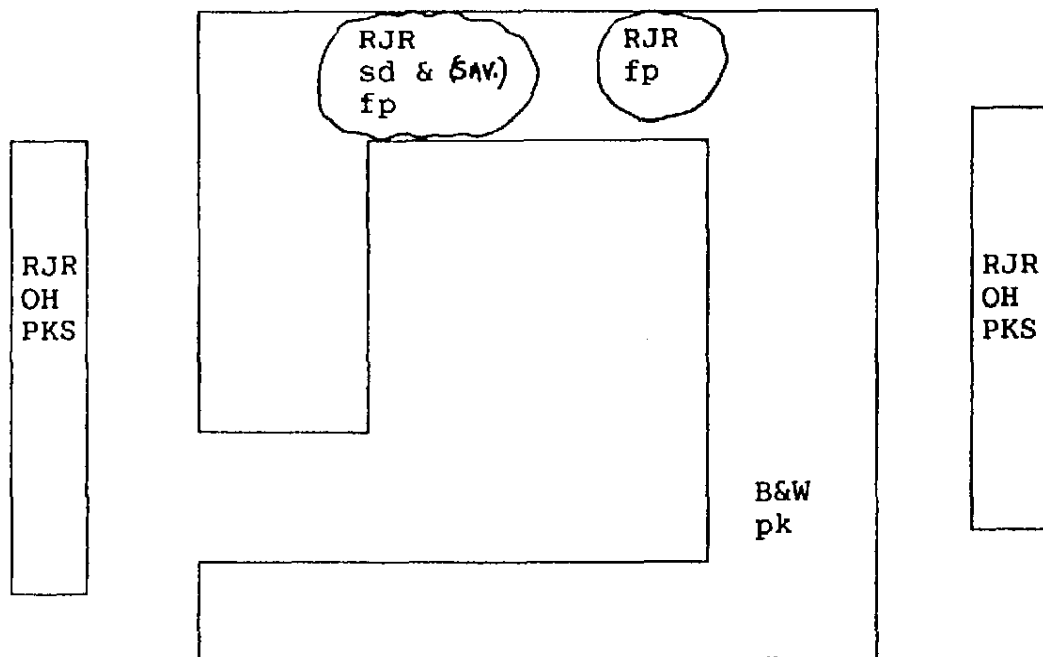
1.rjr clock

2.rjr banner

B&W contract

1 & 2 position behind counter

B&W clock



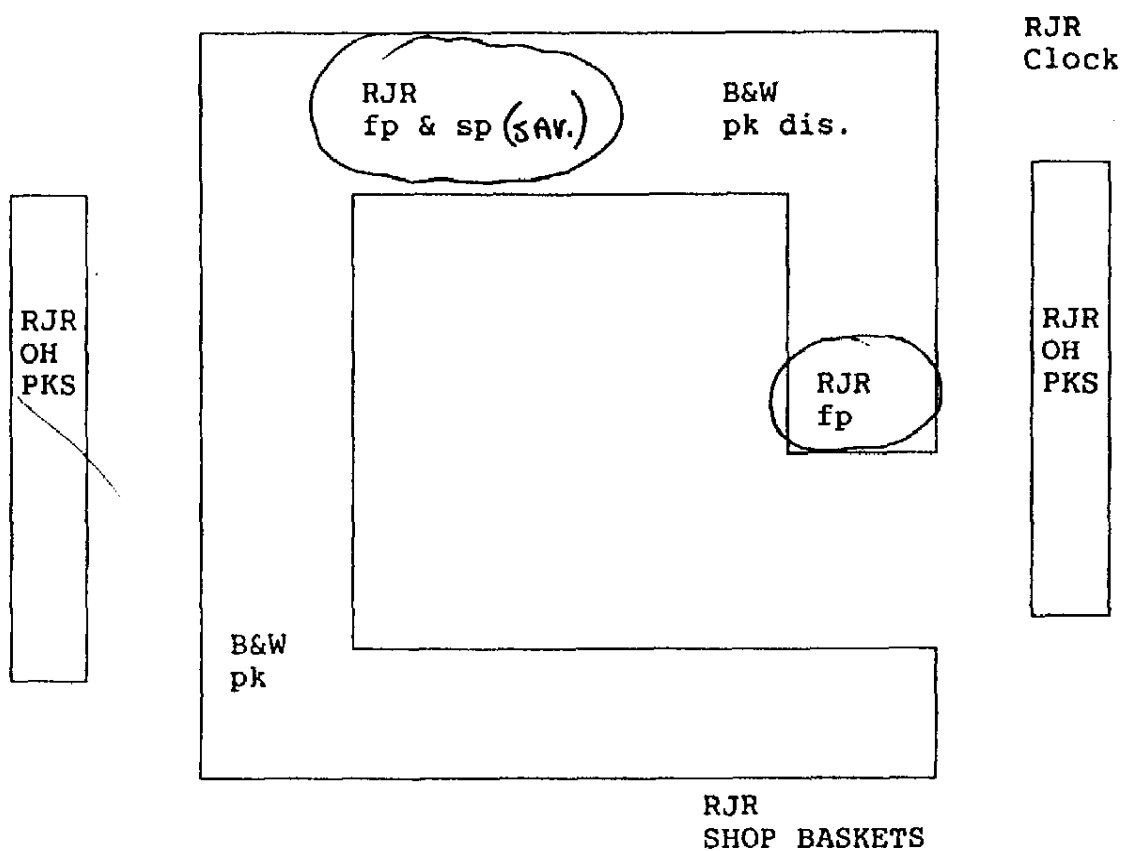
Lor light thief

FD

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1230/05

- Store 927
1. RJR contract
 2. B&W Contract
90 pk display in #1 & 2nd choice
 3. Lorillard contract (1 LOR light thief)



B&W clock
B&W banner
B&W Pedestal pricing sign
RJR (modular rack)
RJR store hour
RJR banner(outside)

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FD

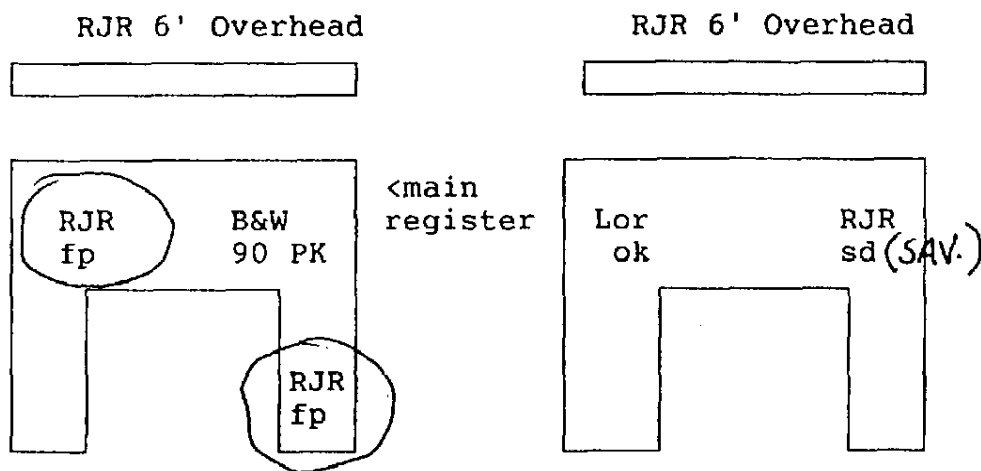
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1230/08

Store 1277

1. RJR CONTRACT IN EFFECT
88rws
2. B&W contract
3. Lorillard contract
(3RD Shelf & overhead sign 16 con. rws)
4. American contract
(22 rws)

AMER. VALUE RACK	RJR RACK			
3RW	8RW	12RW	8RW	9RW
AM/B&W	RJR	RJR	RJR	RJR
AM/B&W	RJR	RJR	RJR	RJR
AM/B&W	RJR	RJR	RJR	LOR
AM/B&W	B&W	B&W	LOR	LOR
AM/B&W	B&W	B&W	PM	LOR
AM/B&W	PM	PM	PM	PM



- Current POS
- 3 RJR push/pull
 - 2 RJR metal signs
 - 2 RJR shop baskets
 - 1 RJR ash tray
 - 1 Lorillard light thief
 - 1 B&W (GPC marker board)
 - 1 B&W store hours sign
 - 1 B&W GPC banner(window)

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